

Table A-10. **Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1997 and 1998**

Item	Dollar volume		Year-to-year ratio 1998/1997	Percent of total	
	1998	1997		1998	1997
Operating Revenue					
Total	2.1	2.1	0.8	(X)	(X)
Total cable and other pay television revenue	2.2	2.1	0.8	(X)	(X)
Advertising	4.6	5.0	1.1	3.3	4.4
Program revenue	4.7	3.8	1.2	4.6	4.3
Basic service revenue	2.1	2.3	0.9	1.3	1.2
Pay-per-view and other premium service revenue	7.0	6.6	1.1	5.4	5.3
Installation fees	4.6	3.9	2.7	4.0	3.5
Other cable revenue	2.7	1.9	1.9	2.2	1.6
Operating Expenses					
Total	2.2	2.1	1.0	(X)	(X)
Annual payroll	2.1	1.9	1.1	1.2	0.9
Employer contributions to Social Security and other supplemental benefits	1.9	1.6	1.2	1.5	1.4
Plans required under Federal and State legislation	2.2	2.0	1.1	1.9	1.9
Other fringe benefit plans	1.8	1.5	1.4	1.4	1.3
Program and production costs	2.9	2.7	1.0	1.3	1.3
Depreciation	3.1	3.0	1.4	2.1	2.2
Buildings, offices, and structures	(S)	(S)	(S)	(S)	(S)
Transmission systems	3.4	3.3	1.6	2.3	2.3
Vehicles, machinery and equipment, and other tangible assets	4.6	4.6	2.1	4.3	4.7
Lease and rental	4.0	4.3	2.3	3.3	3.9
Buildings, offices, and structures	4.5	3.8	1.9	3.0	2.6
Transmission systems	6.9	8.2	4.3	6.9	8.1
Vehicles, and other machinery and equipment	4.0	4.4	2.4	4.7	4.9
Purchased repairs	1.8	2.1	1.2	1.9	2.1
Buildings, offices, and structures	5.0	6.8	2.8	3.7	6.1
Transmission systems	2.1	2.2	1.1	2.7	2.6
Vehicles, and other machinery and equipment	2.6	2.1	2.7	2.2	2.4
Insurance	3.0	3.5	2.0	3.0	3.4
Telephone and other purchased communication services	3.3	5.6	2.9	2.3	5.5
Purchased utilities	3.0	3.3	1.7	2.2	2.2
Purchased advertising	2.1	1.6	1.8	2.0	1.6
Taxes	4.0	2.9	2.8	2.5	2.3
Other operating expenses	3.6	3.8	2.1	2.4	2.4

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.